

**Subject:** Re: FW: 1330 W. Pico - General Plan Amendment Initiation Request  
**From:** Gerald Gubatan <gerald.gubatan@lacity.org>  
**Date:** 5/24/18, 10:10 AM  
**To:** Lali DeAztlan <Lali@deaztlangroup.com>  
**CC:** "david@sandstoneproperties.com" <david@sandstoneproperties.com>, "Fernando J. Guerra" <FG@deaztlangroup.com>, Paul Garry <paul.garry@psomas.com>, Joel Miller <jmiller@psomas.com>, "Alfred Fraijo Jr." <afraijo@sheppardmullin.com>, Kira Teshima <KTeshima@sheppardmullin.com>

Thanks Lali and team -

I recall seeing a "massing" diagram which showed both the Convention Center / Sports and Entertainment District side as well as the 1330 W. Pico Blvd. side, not necessarily detailed architectural renderings.

The question from city planning's perspective will be, what is the justification for increasing FAR, density, intensity and uses? We would argue there is a link to the economic and land-use activity centering around the Convention Center / Sports and Entertainment District. Technically 1330 W. Pico Blvd. is located within a different Community Plan Area as compared to the Convention Center, on the border of two separate planning areas. From an economic development perspective, our office supports attracting private investment with economic and community benefits. Also PLUM Committee recently approved a series of General Plan Amendments (I sent the link) to facilitate hotel uses around the Convention Center; don't know what the FAR is. I am assuming 1330 W. Pico Blvd. needs the land use designation "Regional Commercial"?

We'll be in listening mode and hear out city planning staff and I'll update you afterwards.

Gerald

Gerald G. Gubatan  
Senior Planning Deputy  
Office of Council Member Gilbert Cedillo  
Council District 1  
City Hall, Room 460  
Los Angeles, CA 90012

Tel: 213.473.7001  
[gerald.gubatan@lacity.org](mailto:gerald.gubatan@lacity.org)  
<http://cd1.lacity.org/>

On Thu, May 24, 2018 at 9:22 AM, Lali DeAztlan <[Lali@deaztlangroup.com](mailto:Lali@deaztlangroup.com)> wrote:

Good Morning, Gerald,

Here are some of the latest renderings. More to come....

Lali U. De Aztlan  
DE AZTLAN GROUP

---

**From:** Frank Cauthen <[frank.cauthen@hok.com](mailto:frank.cauthen@hok.com)>  
**Sent:** Thursday, May 24, 2018 9:19 AM  
**To:** Lali DeAztlan <[Lali@deaztlangroup.com](mailto:Lali@deaztlangroup.com)>  
**Cc:** [david@sandstoneproperties.com](mailto:david@sandstoneproperties.com); Ernest Cirangle <[ernest.cirangle@hok.com](mailto:ernest.cirangle@hok.com)>; Michael Levendusky <[michael.levendusky@hok.com](mailto:michael.levendusky@hok.com)>  
**Subject:** RE: 1330 W. Pico - General Plan Amendment Initiation Request

Hand painted attached here.

FRANK CAUTHEN

HOK

[frank.cauthen@hok.com](mailto:frank.cauthen@hok.com)

t +1 424 298 4544

---

**From:** Frank Cauthen  
**Sent:** Thursday, May 24, 2018 9:17 AM  
**To:** Lali DeAztlan <[Lali@deaztlangroup.com](mailto:Lali@deaztlangroup.com)>  
**Cc:** [david@sandstoneproperties.com](mailto:david@sandstoneproperties.com); Ernest Cirangle <[ernest.cirangle@hok.com](mailto:ernest.cirangle@hok.com)>; Michael Levendusky <[michael.levendusky@hok.com](mailto:michael.levendusky@hok.com)>  
**Subject:** RE: 1330 W. Pico - General Plan Amendment Initiation Request

David & Lali -

I'll send the renderings in 3 emails. This one includes the latest raw draft renderings. I'd like to stress that these are "in progress".

The second email will include more atmospheric "hand painted" versions & the third email will contain the old single tower renderings in case that's what Gerald was referring to.

Please confirm that you receive them. Thanks!

Frank

**FRANK CAUTHEN**

**HOK**

[frank.cauthen@hok.com](mailto:frank.cauthen@hok.com)

t +1 424 298 4544